



## **BEST and PROMISING PRACTISES**

**Principles:** 1 - Supports Local Economy

**Practices:** - Purchase of goods and services locally  
- Developing network of local businesses and stakeholders

**Company:** Vildmark i Varmland                      **Web-Site:** [www.vildmark.se](http://www.vildmark.se)

**Region:** Torsby / Varmland, Sweden / river Klaralven

**Operations:** Provides rafting, canoe tours on river Klaralven - (includes building raft)

### **General Summary:**

Vildmark i Värmland (translated as Wilderness in Varmland) is a company located in Torsby, central Sweden, that offers nature based activities and experiences. Through timber rafting, canoeing and white water canoeing the company allows people to access nature in an environmentally friendly way. Since 1979, Vildmark i Värmland has worked to minimise the burden on the environment by restricting the number of guests on their activities, and by repairing and maintaining equipment, using local suppliers wherever possible, and providing valuable information (in various languages) on how to move around the countryside. All this has been aimed at giving guests a pleasant experience while creating long-term sustainable activities in the countryside

### **Operator's Testimonial / General Details:**

Ing Marie Junler regarding the local characteristics of the company.

#### **\*Local networks that support everyone**

The long distances we travel on the rafting trips mean that the principle of local buying must be applied on a longish geographic scale. Therefore we have chosen to buy everything we need as close as possible in order to support the local trade and industry. But at the same time we create a local network which will support us in the long run. Everyone gains by creating good possibilities for the people in the area. Today we merchandise locally and services from a local distributor of timber and from a local bus company. It isn't always cheapest to buy locally but it gives other benefits, not only for us. After we brought some pressure to bear upon a local supermarket, they started to buy bread from a bakery here in Torsby instead of from a big one in southern Sweden. And now they are able to sell fresh made bread every day. We try an influence other

contractors in similar ways. For instance, now it is possible to buy Elk meat from the district and we get more ecologically and locally produced vegetables. It is also a way for us to show and act according to the policy about sustainable tourism in which Vildmark I Varmland stands for. And we noticed that our way of thinking is spreading.

**\*Personal contacts are worth more than the price**

That we trade locally and provide packages of supplies to our guest is something very valuable for the local economy. Particularly to small distributors, such as the little shop in the village which otherwise might have closed down. Therefore we pay full price and in exchange they pack the provisions for us - it is a mutual way to profit, and it supports the shop and services in the district.

It's valuable to have personal contact with local contractors who can deliver what we need, when we need it. To be able to call a contractor Sunday night because we got more guest than we expected, is more worth than to buy cheaper from somewhere else.

A local establishment must be trustworthy. It means to have a healthy and professional business relationship with all distributors not by forcing them to drop prices or by being an impossible negotiator. You gain more by a network where people support each other.